



KSHB-TV

ORDER

Flight Dates **08/04/12-08/06/12**

Contract / Revision **306917 /**
Original Date / Revision 08/03/12 08/03/12
Advertiser **Steelman / Republican / Gov**
Agency **Patrick Media**
Buying Contact
216 W Washington
Marshfield, MO 65706

Product
Kansas City Buy Up
Agency Com 15%
Billing Contact **Will Thompson**
P O Box 317
Marshfield, MO 65706

Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$12,282.50	\$14,450.00	0.00	07/30/12	08/06/12	13	\$12,282.50	\$14,450.00
Totals	13	\$12,282.50	\$14,450.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/04/12	08/05/12	Oly Sa-Su Wknd DY Olympic Wknd Daytime	CM	4a-5p	-----SS	:30	7	\$1,100.00	P-1	0.00 NM	7	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----SS		7			\$1,100.00		0.00			
N 2	KSHB	08/05/12	08/05/12	Oly Prime M-Su Olympic Prime	CM	Various	-----S	:30	1	\$6,000.00	P-1	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S		1			\$6,000.00		0.00			
N 3	KSHB	08/04/12	08/06/12	Oly M-Su ON Prime Rep Olympic ON Prime Repeat	CM	1235x-430x	M----SS	:30	4	\$150.00	P-3	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----SS		3			\$150.00		0.00			
Week:		08/06/12	08/12/12	M-----		2			\$150.00		0.00			



KSHB-TV

Print Date: 08/03/12

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Contract / Revision **306917** Flight Dates **08/04/12-08/06/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:20:00

Advertiser **Steelman / Republican / Gc** Product **Kansas City Buy Up**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	08/04/12	08/06/12	Oly M-Su ON Prime Rep Olympic ON Prime Repeat	CM	1235x-430x	M- - - SS	:30	4	\$150.00	P-3	0.00	NM	5	\$750.00
													Totals	13	\$14,450.00